

YORK OUTBREAK CONTROL

Communications update

18 November 2020



Key messages

Stopping the spread of the virus is in all our hands:



Wash them regularly



Wear a face covering



If you have symptoms stay home and get tested



Socially distance - 2m is best

The three phases of outbreak management communications

Phase 1

- Prevent - Provide updates about the current situation to prevent outbreaks

Phase 2

- Respond – Share information in responses to an alert following increased cases

Phase 3

- Manage the outbreak

A phased approach

Phase		Approach (including aims)	Timing
Phase 1	Regular updates of current situation to try and prevent outbreaks	<p>Keep residents, businesses and partners informed</p> <p>Ensure consistent messaging and build advocacy through the Let's be York campaign.</p> <p>Show how keeping city safe for different audiences, eg. visitors – Visit York/Feel at Home in York</p> <p>Share case data regularly so people understand current situation</p> <p>Continue partnership approach including working together on discrete issues</p> <p>Develop specific messaging for target audiences</p> <p>Maximise reach and understanding of what to do.</p> <p>Embed public health messages in recovery work and communications</p>	Current work in progress
Phase 2	Alert following spike in cases	<p>Public health warning following increase in cases</p> <p>Reiterate public health messaging in clear way</p> <p>Offer guidance and practical support.</p> <p>Share message widely</p> <p>Share video content from public health professionals to explain latest advice in an engaging way</p> <p>Address inaccuracies/provide context</p>	
Phase 3	Manage outbreak (more details in subsequent slides)	<p>Initiate the covid-19 incident comms plan (see annex A)</p> <ul style="list-style-type: none"> • Deliver a regular drumbeat of accurate / up-to-date information as directed by cobra and relevant phase • Signpost support • Promote unity and community cooperation • Target information 	

Phase I

Regular update of current situation to try and prevent outbreaks



Share accurate and timely messaging



NEWS

Home | Coronavirus | US Election | UK | World | Business | Politics | Tech | Science | Health | Family & Education | England | Local News | Regions | York & North Yorkshire

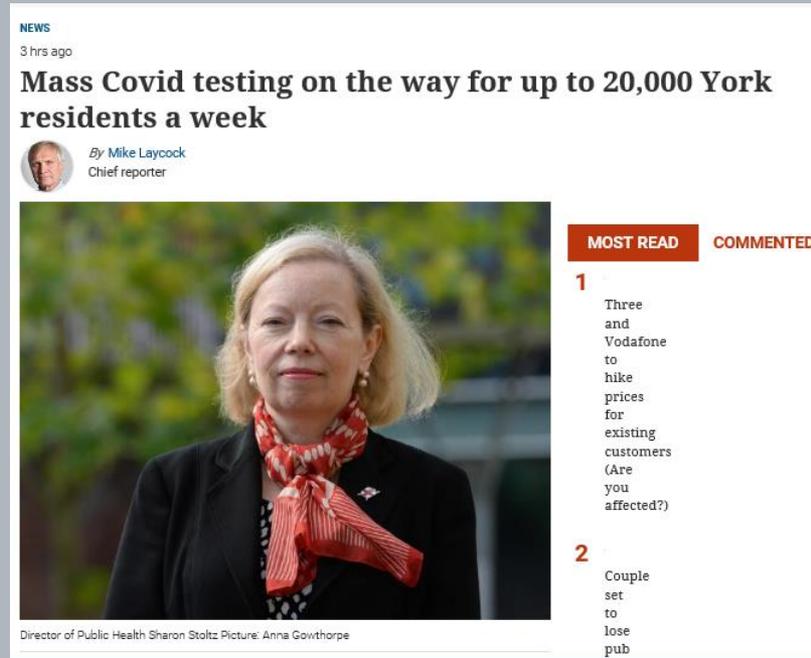
York 'aspiration' to move to tier one after lockdown

7 days ago



The city entered tier two restrictions on 18 October

York's director of public health has said her "aspiration" is for the city to be placed in the lowest tier of restrictions once national lockdown restrictions



NEWS

3 hrs ago

Mass Covid testing on the way for up to 20,000 York residents a week

By Mike Laycock
Chief reporter



Director of Public Health Sharon Stoltz. Picture: Anna Gowthorpe

MOST READ **COMMENTED**

- Three and Vodafone to hike prices for existing customers (Are you affected?)
- Couple set to lose pub



Working together to improve and make a difference

Build confidence in the steps taken and what people need to do



The council is working closely with partners and using a variety of channels to reach as many people as possible.

Continued our regular communications and updates:

- 2x weekly email updates to members and partners
- 2x weekly resident e-newsletter
- Weekly business e-newsletter
- Weekly families e-newsletter
- Regular press releases and media interviews
- Social media campaigns / weekly public health video

A dark silhouette of the York skyline, including various buildings and spires, positioned at the bottom of the slide.

Working together to improve and make a difference

Build engagement through conversation

3 November: Ask the Leaders Q&A
National lockdown

#AskThe Leaders Live Q&A
National lockdown restrictions and our continued response to Coronavirus.

Tuesday 3 November, 5:00pm - 6:00pm

Comment during the live stream or email us at: YourQuestions@york.gov.uk

Speakers:
Cllr Darryl Smalley, Executive Member for Culture, Leisure and Communities
Cllr Andrew Waller, Executive Member for Economy and Strategic Planning
Sharon Stoltz, Director of Public Health
Neil Ferris, Corporate Director Economy and Place
Carolyn Frank, Development Manager, North Yorkshire Federation of Small Businesses

13 November: Ask the Leaders Q&A – business week

#AskThe Leaders Live Q&A
National lockdown restrictions and our continued response to Coronavirus.

Friday 13 November, 1:00pm - 2:00pm

Comment during the live stream or email us at: YourQuestions@york.gov.uk

Speakers:
Cllr Darryl Smalley, Executive Member for Culture, Leisure and Communities
Cllr Andrew Waller, Executive Member for Economy and Strategic Planning
Sharon Stoltz, Director of Public Health
Neil Ferris, Corporate Director Economy and Place
Prof. Charlie Jeffery, Vice Chancellor at the University of York
Sean Bullock, Managing Director at Make It York
Prof Karen Bryan, Vice Chancellor at York St John University
James Farrar, Chief Executive at the York and North Yorkshire Local Enterprise Partnership

11 November: Ask the Leaders Q&A
Emotional health and education

#AskThe Leaders Live Q&A

Wednesday 11 November, 5:30 - 6:30pm

Join us for the latest public health update, education updates and information on emotional health.

Comment during the livestreams or email us at: YourQuestions@york.gov.uk

I would just like to praise this proactive public engagement session. More councils need to follow suit, well done. 🙌

Like · Reply · Message · 6 d

Thank you for answering my question - and for your recommendations 🙌

Like · Reply · Message · 6 d

I have been following the YCC guide lines page . Those guidelines are actually very clear and detailed . Well done council 🙌

Like · Reply · Message · 6 d

Thank you for your response

Like · Reply · Message · 6 d

Response (3/11 and 11/11)

Views – 44,079

Comments – 607

Reach – 131,293

Phase 2

Alert following increase in cases



Tier 4 communications

1. Share accurate and timely information
2. Further engage residents by using the tier process as a catalyst for increased communications:

- Resident, partner and members update
- Internal communications
- Social statement and social comms to clarify rules
- Update website
- Briefing via live facebook Q&A on 3 November
- Shared Covid help contact details

"This year has been exceptionally difficult for many, and we are hugely grateful to residents and businesses across the city who continue to help to slow the spread of the virus and protect our city. Since York moved into Tier 2, we have started to see a decline in the rate of Coronavirus cases and this is thanks to our collective effort. So, it's disappointing that other parts of the country are continuing to experience challenges and that York could face further restrictions as a result of this.

"If the Government do decide to impose a second national lockdown, significant financial support must follow for our local businesses and residents, who are continuing to face unprecedented financial difficulties as a result of the pandemic.

"Despite the challenges of this year, York has demonstrated what it does best – pulling together and supporting local businesses and each other - keeping our friends and family safe. I know whatever happens in the coming days and weeks, we will continue in this spirit."



Cllr Keith Aspden
Leader of City of York Council

www.york.gov.uk/Coronavirus

Disposing of household waste



To help us all stay safe, only visit our sites when necessary, and at quiet times where possible.



Check our opening hours at www.york.gov.uk/Waste



Coronavirus and council services

To control the spread of coronavirus national restrictions are in place between Thursday 5 November and Wednesday 2 December; get the latest COVID-19 information, relevant to our area...

LATEST ON COVID-19



We are here to help ahead of national lockdown

[Home](#) > [Latest news](#) > We are here to help ahead of national lockdown

Tweet



City of York Council
@CityofYork

We will support York through the national restrictions and continue to provide services and support residents, communities and businesses in the weeks and months ahead. york.gov.uk/news/article/3...

National Lockdown Services still open for families <ul style="list-style-type: none">• Schools and education facilities - will stay open• Play areas and parks - will stay open• School crossing patrols - continue as normal• Children's play areas - will stay open• Libraries - offering click and collect services	National Lockdown Accessing council services <ul style="list-style-type: none">• Welfare Benefit, Adult Financial Care Assessments.• Court of Protection Visits - continue as normal• Blue badge services - continue as normal• Resident parking permits - continue as normal• Visitor parking permits - continue as normal (now click and post)
National Lockdown Accessing council support <ul style="list-style-type: none">• Customer centre - available by appointment• Housing maintenance - continue as normal• Public meetings continue virtually• Legal services - continue as normal• Council tax and business rates - continue as normal	National Lockdown Accessing council facilities <ul style="list-style-type: none">• Household waste and recycling centres - will stay open (no need to book a space)• Car parks - open as usual• Public toilets - open as usual

5:55 PM · Nov 4, 2020 · Hootsuite Inc.

3 Retweets 1 Quote Tweet 3 Likes

Share it



Published Tuesday, 3 November 2020

City of York Council has reassured residents and businesses that following the announcement of a national lockdown, it will support residents, business and communities as much as possible.

Build confidence in the steps taken and what people need to do

Reminding residents what they can do (safe behaviours) to help stop the spread of the virus and keep homes and families in York safe

Communications objectives:

Think: remember and understand that whilst in lockdown there are still things we can safely enjoy

Feel: supported and engaged with Covid safety measures, feeling some control over their own safety

Do: follow hands, space, face to help keep everyone safe

Introduced :You can Still

Continued :We've got it Covered



You can still...
Pop into York, Tang Hall or Acomb library to use the public computers or to collect items you've ordered online.

Keep up to date with government guidelines. Visit www.gov.uk/coronavirus

- HANDS
- FACE
- SPACE

CORONAVIRUS
PROTECT YOURSELF & OTHERS

You can still...
Shop with your favourite local retailers. Check out their social media feeds or websites to find out what services they're offering during lockdown.

ment guidelines. Visit www.gov.uk/coronavirus

- HANDS
- FACE
- SPACE

CORONAVIRUS
PROTECT YOURSELF & OTHERS

Build confidence in the steps taken and what people need to do

Reminding parents that schools and early years settings are safely operating during Tier 4

Communications objectives:

Think – parents, carers (and children and young people), understand how the national lockdown applies to them and what they can and can't do in order to comply with it

Feel – parents and carers feel confident to send their children to school and childcare settings, understanding that schools and settings are implementing the national guidance relating to covid, have taken local steps and will meet their children's education/pastoral needs .

Do – children and young people continue to access schools and settings as normal, using the virtual learning facility only if they are self isolating or have covid 19.

www.york.gov.uk/LBYParentStudentSupport



Let's be York
Explore Inspire Learn

Best start in life

Children and young people should still attend school during lockdown, unless they are ill or self-isolating.

We're working with schools to provide them with the best possible education.



Let's be York
Explore Inspire Learn

Hands Face Space

Help us keep York schools open. Remind your child to:

- 🧼 Wash their hands
- 😷 Remember their face covering (if secondary)
- ➡️ Keep a two-metre space where possible

Build confidence in the steps taken and what people need to do

Encouraging residents to engage in local test and trace and make easier to understand what to do

Communications products:

Digital – social, web, animation

Media – press release/impact

Partner packs

Additional content – FAQs, flowchart



DRAFT CONTENT - Publish Date TBC

Council thanks city one week on from new national restrictions coming in

Local contact tracing makes an immediate impact

[Home](#) > [Latest news](#) > Local contact tracing makes an immediate impact

Required to self-isolate by the Test and Track scheme?

If so, you may be eligible for a one-off payment to support you through the 14-day quarantine.

Find out more and apply at www.york.gov.uk/selfisolate

Published Thursday, 29 October 2020

York's local contact tracing programme has been running for one week now and data is already showing it has had an immediate impact.

Local contract tracing

Since launching last week we have reached 83.7% of contacts passed to us by the national service.

We reached 100% of contacts given to us yesterday (28 October).

Thank you to everyone engaging with the service. It really does make a difference.

www.york.gov.uk/Coronavirus



Planning outbreak communications

- Testing strategy including mass testing
- Leaving lockdown (the next tier)
- Self isolation
- Mass vaccinations
- Our Big Conversation – temperature check in *Our City*



Working together to improve and make a difference

York's Emotional Wellbeing Communications plan

Supporting the Outbreak Control Plan



Communications objectives

1. Support people to maintain or improve their emotional health
2. Normalise not feeling ok by sharing resident's own scenario
3. Build resilience by sharing self-help solutions
4. Build confidence in peer support by sharing signposting and support
5. Amplifying trusted sources of support through partners ie voluntary/community sector, NHS/TEWV, businesses.
6. Deliver a partner-led campaign that actively **encourages audience participation** (sharing scenarios or sharing self-help ideas)
7. Partners - CYC's public health, adult social care and commissioning teams, North Yorkshire Police, CCG, TEWV, LEP, CVS, YUSU, Universities, Healthwatch, Askham Bryan College, First Group.
8. Identify sponsors and supporters who can help promote the messaging through disruptive and participatory activities



Working together to improve and make a difference

Emotional wellbeing communications plan

Objectives

Think – that it's ok to not feel ok, are aware of a wide range of support to help them and how they can help themselves

Feel – there are people who are in the same situation, who can help that there is support and resources which is accessible and right for them to maintain or improve their emotional health and wellbeing and either feel inspired or supported to reach out, or have confidence that they can support others and are comfortable signposting support

Do – share their own experiences of covid related emotional health issues, share self-help suggestions and are comfortable providing peer support

Strategy

Normalise that it's ok not to be ok, that others are feeling like you are and that you can reach out by sharing real experiences of how covid/pandemic has significantly affected emotional health in very different ways

Build confidence in peer support sharing signposting and advice online, face to face, within the community and through informal, personal connections, keeping an organisation-agnostic approach and making it easier for peers / influencers to signpost support.

Build resilience by sharing self-help solutions – show the different easy and accessible ideas for self care and prevention, including peer support by drawing attention to the huge range of support.

Amplify and target messaging through trusted networks via partners' channels to reach widely and effectively, especially to those experiencing social isolation by working with community groups and business groups to reach as many people as possible and adapting communications for target groups (eg. a parent scenario for schools audiences)

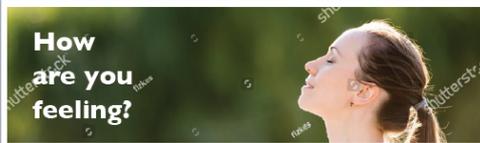
PRIORITIES/HIGHLIGHTS

- Establish task and finish group with partners, including the voluntary and community sectors, health partners and business sector to ensure consistent messaging and advice across the city.
- Identify the breadth of support available
- Use all available channels to reach our communities including employers, employees, students, parents, older residents
- Launch to the business community
- Launch to residents with PR and throughout November
- Develop calendar to share different scenarios at different times of the year, eg. Christmas, school holidays, tier changes.
- Engage in facebook live
- Continue to inform public and encourage reaching out
- Share scenarios normalising that it's OK not to feel OK or ideas for self-help
- Share lived experiences

Feel real York

New campaign helps York talk

We know that lockdown is tough for many reasons. To help you find ways to talk about you feel and find help, especially during lockdown, we're sharing tips and ideas and inspiration from people and partners across the city. We want everyone to know that it's ok not to be ok, and that if that's how you're feeling, there is help and support that's right for you. Share your ideas at #FeelRealYork and visit: LiveWellYork.co.uk



Coronavirus can make us feel anxious, stressed, worried, sad, bored, lonely or frustrated. Everyone feels different and that's OK. For most of us, these difficult feelings will pass. There are simple things we can do to help take care of our emotional health and wellbeing. Doing so will help us think clearly, help look after ourselves and those we care about.

1. Stay connected with people

Maintaining healthy relationships with people we trust is important for our emotional wellbeing. If you can, visit or meet up with friends – old and new – and family while following the latest government guidance. Or, stay in touch by phone, video calls or social media.

2. Talk about your worries

It's normal to feel worried, scared or helpless about the current situation. It's OK to share your concerns with others you trust – and doing so may help them too. If you can't speak to someone, there are plenty of helplines you can try.

3. Support and help others

Helping someone else can benefit you as well as them. So try to understand others' concerns, worries or how they're behaving. How could you help those around you? Who could you meet up with, or call.

4. Feel prepared

You will feel more in control and less concerned if you work through what the current government guidelines mean for you: how will you be affected and what do you need to do. It might help to talk with your employer about support, sick pay and benefits rights.

5. Look after your body

Our physical health has a big impact on how we feel and it can be easy to fall into unhealthy patterns that end up making you feel worse. Try to eat healthy, well-balanced meals, drink plenty of water and exercise regularly. Avoid smoking or drugs, and try not to drink too much alcohol. Going for a walk or run, bike ride or 10-minute workout can help lift your mood and clear your mind.

6. Stick to the facts

Find a source you can trust – such as GOV.UK or the NHS website – and fact-check information you get. You might want to limit the time you spend following news of the pandemic and turning off -news alerts on your phone. You could set yourself a time to read updates or limit yourself to a couple of checks a day.

7. Stay on top of difficult feelings

Concern about the coronavirus outbreak is normal. However, some people may experience intense anxiety that can affect their daily life. Try to focus on what you can control, like your behaviour, who you speak to, and where and how often you get information. It's fine to acknowledge that some things are outside of your control, so try some ideas to help manage your anxiety or listen to an audio guide.

8. Do things you enjoy

Focusing on what you love to do, relaxing or connecting with others can help with anxious thoughts and feelings. What can you do following social distancing guidelines or can you adapt them, or try something new?

9. Focus on the present

Focusing on the present, rather than worrying about the future, can help with difficult emotions and improve our wellbeing. Relaxation and mindfulness techniques can help some people deal with feelings of anxiety.

10. Look after your sleep

Good-quality sleep makes a big difference to how we feel mentally and physically. Try to keep up regular sleeping patterns, avoid caffeine or screens before bed, and create a restful environment.

yorkcvs

Volunteering your time during lockdown and beyond

York's newly established Volunteer Centre, managed by York CVS, is here to support individuals looking to help charities and charitable organisations within the city. Volunteer Centre Co-ordinators, Bev Frain and Drew Richardson can support you to find the right volunteering role for you, based on your areas of interest and how you would like to get involved.

Talking about the centre, Drew said: "People giving just a little of their time can make such a big difference within our local communities. There are always groups in need of some extra help, especially at the moment, so please do get in touch if you would like to find out how you can help."

To view the latest volunteering opportunities please visit: yorkcvs.org.uk/volunteers or you can contact the Volunteer Centre by emailing: volunteering@yorkcvs.org.uk

Further support and advice

More help and support is available at nhs.uk/oneyou/every-mind-matters If you're a parent or care for a child or young person, try youngminds.org.uk/blog/talking-to-your-child-about-coronavirus

For a self-assessment, audio guides and other tools try nhs.uk/conditions/stress-anxiety-depression If someone you know is struggling with their mental health, please visit: nhs.uk/oneyou/every-mind-matters/helping-others



City of York Council was live.

Published by Chris Day · 16 hrs ·



6,913
People Reached

967
Engagements

Boost Post

12

61 Comments 7 Shares

November 2020

Facebook Live Q&As running throughout November

Our City – distributed December

Partner

Hi, I miss you!

I miss you too, how are you doing?

I'm doing okay, how are you?

I'm glad you're doing okay, I wish I was. I hate not being able to be with each other during all of this, I feel so alone!

HOW ARE YOU REALLY FEELING?
#FEELREALYORK

www.time-to-change.org.uk

Friend

Hey, how's you?

I'm not bad I guess

YOU?

I'm fine

Are you sure?

Honestly? Not really. It's so hard being confined to the flat, I feel like I'm missing out on the full uni experience.

HOW ARE YOU REALLY FEELING?
#FEELREALYORK

www.time-to-change.org.uk

Campaign and partner posters / social graphics

Call on us...

In a mental health emergency.

Contact your local TEWW crisis service on
FREEPHONE. 0800 0516171
Advice on what to do in a mental health emergency is available on our website
www.teww.nhs.uk/crisisadvice

NHS
Tees, Esk and Wear Valleys
NHS Foundation Trust

We're listening...
When it's all starting to get on top of you.

to psychological therapies (IAPT). In York and Selby offers a variety of problems with low mood and anxiety. Self refer online or phone: 56840

Launch plan

	Normalise not feeling ok	Build confidence in peer support	Build resilience through sharing self-help	Amplify and target messaging through trusted networks
w/c 9 Nov		11/11 Hold resident <u>facebook live</u> – emotional health and returning to school		Share <u>business pack</u> with business partners
w/c 16 Nov	Launch <u>social media tool</u> with own scenarios Provide <u>posters</u> for businesses to display and <u>coasters</u> in hospitality Partner <u>press release</u>			Share <u>parents pack</u> with schools Share <u>children and young people pack</u> with key partners
w/c 23 Nov		Hold resident <u>facebook live</u> about emotional health conversations		Share <u>health pack</u> for health partners
w/c 30 Nov	Create <u>video</u> of people sharing their own scenarios (voxpox style or via texting ...)			
December	<i>Our City</i> – include insert of emotional health support <i>Display posters</i> <i>Display supermarket adverts</i>	<i>Provide <u>coasters</u> to hospitality partners</i>		

Campaign plan

Task and finish
group refreshing
communications
calendar

		Book	Build confidence in peer support	Build resilience through sharing self-help	Amplify and target messaging through trusted networks
			2 x facebook live sessions		Share partner packs to normalise with different scenarios
December	PR about Christmas emotional health and self isolation		<p>Is there any peer support we can link Christmas concerns into?</p> <p>Our City – emotional support</p>	Top tips for surviving Christmas and links	
January 2021	PR about January blues emotional health		2 x facebook live	Launch self-help tool	Share partner packs to start conversation about self-help
February			Can we partner with a high street brand to promote safe “have a cuppa with someone outside”		Provide new content for schools 1/2 term
March			Facebook live for university students and older pupils for Easter break		
April				Can we... to help people help	

Regularly report
about the impact
of the campaign